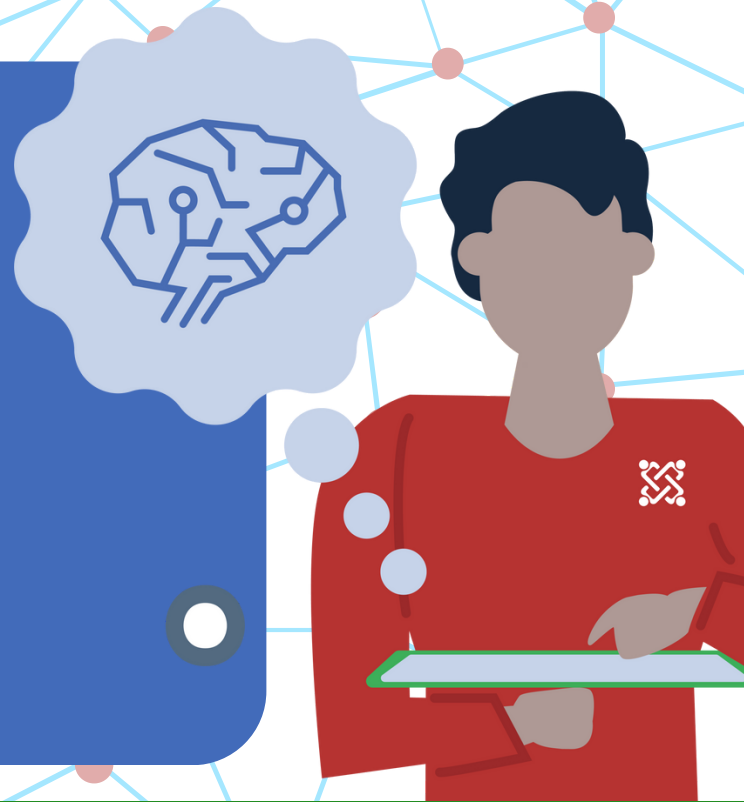




Social Sales Link™

LinkedIn Activities You Need to Use the Mobile App For (and 1 You Can't)

Ready to unlock LinkedIn's full potential? With over 57% of users accessing the platform through smartphones, mastering the mobile app is essential for social selling success.



In this eBook, we reveal four exclusive features found only on LinkedIn's mobile app that will help you expand your network, start conversations with prospects, and drive sales.

Plus, learn about a crucial desktop function absent from the mobile version: responding to invitations to connect.



Let's get started!



Mobile-Only LinkedIn Features

1

Name Pronunciation Feature: Craft Your Personalized Message

Did you know? LinkedIn's name pronunciation feature isn't just about ensuring others say your name correctly. Use the 10-second recording wisely to convey a brief message or tagline, adding a personal touch to your profile and leaving a lasting impression on your connections.



in

2

Collages for Maximum Impact: Curate Compelling Visuals

When sharing multiple images, opt for visually striking collages created directly from your mobile device. Unlike desktop carousels, collages offer a cohesive and engaging format to showcase your content, making it easier for your audience to connect with your message and story.



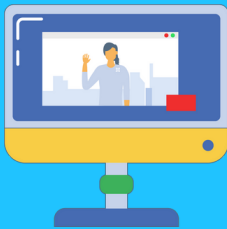
Mobile-Only LinkedIn Features



3

Custom Templates: Elevate Your Posts with Professional Graphics

Streamline your content creation process with customizable post templates, a handy feature available only on LinkedIn's mobile app. Enhance your posts with eye-catching graphics and text overlays, making them stand out in your network's feed and driving higher engagement rates.



Harness the power of video messaging exclusively available on LinkedIn's mobile app. Easily record and send personalized videos to your first-degree connections, driving a response rate of over 90%. Whether recipients are on desktop or mobile, they'll receive your message directly in their inbox. Simplify your outreach strategy and deepen connections with the touch of a button.

4

Personalized Video Messages: Connect Anywhere, Anytime



Crucial Social Selling Activity You Can't Do on LinkedIn Mobile App

1

Responding to Invitations to Connect That Don't Have a Message

When using LinkedIn's mobile app, maximize your networking potential by engaging in conversation before accepting connection requests. Since the mobile app lacks the ability to respond to requests without messages, save this interaction for when you have access to the desktop platform. By initiating meaningful dialogue, you can nurture valuable connections and ensure alignment with your networking objectives.



BONUS

Strategic Messaging with Online Status

When browsing LinkedIn, pay attention to online status indicators in your Messaging box. A green dot next to a profile picture indicates that the user is currently online on the desktop platform. Conversely, if you observe a green dot with a white circle in the middle, it signifies that your connection is active, specifically on mobile.

Utilize this insight:

While users on desktop might be in work mode and less likely to respond immediately, those active on mobile may be more inclined to engage promptly. Tailor your messaging strategy accordingly to optimize response rates and enhance meaningful interactions.



Connect with Us!



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**Start More Sales Conversations
by Leveraging LinkedIn**



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(no ongoing commitment)



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